

THAT WHICH IS CLAIMED IS:

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1. A method of associating dynamically generated Web page content with a user who requests a Web page from a Web server, wherein the user makes the Web page request via a Web client in communication with the Web server, the method comprising the following steps performed by the Web server:

storing a record of the user request within a Web server log;

generating the requested Web page, wherein the generated Web page includes a content object having a unique identifier associated therewith;

serving the generated Web page to the Web client;

and

appending the stored record of the user request with the unique identifier associated with the content object included within the generated Web page.

2. A method according to Claim 1 wherein the record of the request includes information that identifies the user.

3. A method according to Claim 1 wherein the step of generating the requested Web page comprises the steps of:

retrieving a layout template for the requested Web page, wherein the layout template defines how content objects are displayed within the requested Web page;

retrieving the content object; and

combining the content object and the layout template to produce the requested Web page.

retrieving a layout template for the
requested Web page, wherein the layout template
defines how content objects are displayed within
the requested Web page;

retrieving the first and second content
objects; and

combining the first and second content
objects and the layout template to produce the
requested Web page;
serving the generated Web page to the Web client;

and

appending the stored record of the user request
with the first and second identifiers associated with the
first and second content objects included within the
generated Web page.

10. A method according to Claim 9 wherein the
record of the request includes information that identifies
the user.

11. A method according to Claim 9 wherein the
first and second content objects are selected from the group
consisting of text files, audio files, video files, image
files, and hyperlinks.

12. A method according to Claim 9 further
comprising the step of analyzing a plurality of stored user
request records to determine Web content preferences of a
user.

13. A method of collecting information about the
preferences of Web site visitors comprising the step of:
associating dynamically generated Web page
content with a user who requests a Web page from a Web
server via a Web client in communication with the Web
server.

unique identifier associated with the content object is generated by a hashing function.

19. A method according to Claim 13 further comprising the step of analyzing a plurality of stored user request records to determine Web content preferences of a user.

20. A system for associating dynamically generated Web page content with a user who requests a Web page from a Web server, wherein the user makes the Web page request via a Web client in communication with the Web server, comprising:

means for storing a record of the user request within a Web server log;

means for generating the requested Web page, wherein the generated Web page includes a content object having a unique identifier associated therewith;

means for serving the generated Web page to the Web client; and

means for appending the stored record of the user request with the unique identifier associated with the content object included within the generated Web page.

21. A system according to Claim 20 wherein the record of the request includes information that identifies the user.

22. A system according to Claim 20 wherein the means for generating the requested Web page comprises:

means for retrieving a layout template for the requested Web page, wherein the layout template defines how content objects are displayed within the requested Web page;

means for retrieving the content object; and

means for combining the content object and the layout template to produce the requested Web page.

23. A system according to Claim 22 wherein the content object is selected from the group consisting of text files, audio files, video files, image files, and hyperlinks.

24. A system according to Claim 20 wherein the unique identifier associated with the content object is generated by a hashing function.

25. A system according to Claim 20 further comprising means for analyzing a plurality of stored user request records to determine Web content preferences of a user.

26. A system according to Claim 20 further comprising means for appending the stored record of the user request with a time stamp for a subsequent user request for a Web page.

27. A system according to Claim 26 further comprising means for determining a length of time the user views the generated Web page using time stamps within the stored record.

28. A system for associating dynamically generated Web page content with a user who requests a Web page from a Web server, wherein the user makes the Web page request via a Web client in communication with the Web server, comprising:

means for storing a record of the user request within a Web server log;

means for generating the requested Web page, wherein the generated Web page includes first and second content objects having respective unique first and second identifiers associated therewith, comprising:

means for retrieving a layout template for
the requested Web page, wherein the layout
template defines how content objects are
15 displayed within the requested Web page;
means for retrieving the first and second
content objects; and
means for combining the first and second
content objects and the layout template to
20 produce the requested Web page;
means for serving the generated Web page to the
Web client; and
means for appending the stored record of the user
request with the first and second identifiers associated
25 with the first and second content objects included within
the generated Web page.

29. A system according to Claim 28 wherein the
record of the request includes information that identifies
the user.

30. A system according to Claim 28 wherein the
first and second content objects are selected from the group
consisting of text files, audio files, video files, image
files, and hyperlinks.

31. A system according to Claim 28 further
comprising means for analyzing a plurality of stored user
request records to determine Web content preferences of a
user.

32. A system for collecting information about
the preferences of Web site visitors comprising:

means for associating dynamically generated Web
page content with a user who requests a Web page from a Web
5 server via a Web client in communication with the Web
server.

33. A system according to Claim 32, wherein the means for associating dynamically generated Web page content with a user comprises:

means for storing a record of the user request
5 within a Web server log;

means for generating the requested Web page,
wherein the generated Web page includes a content object
having a unique identifier associated therewith;

means for serving the generated Web page to the
10 Web client; and

means for appending the stored record of the user
request with the unique identifier associated with the
content object included within the generated Web page.

34. A system according to Claim 32 wherein the record of the request includes information that identifies the user.

35. A system according to Claim 32 wherein the means for generating the requested Web page comprises:

means for retrieving a layout template for the
requested Web page, wherein the layout template defines how
5 content objects are displayed within the requested Web page;

means for retrieving the content object; and
means for combining the content object and the
layout template to produce the requested Web page.

36. A system according to Claim 35 wherein the content object is selected from the group consisting of text files, audio files, video files, image files, and hyperlinks.

37. A system according to Claim 32 wherein the unique identifier associated with the content object is generated by a hashing function.

38. A system according to Claim 32 further comprising means for analyzing a plurality of stored user request records to determine Web content preferences of a user.

39. A computer program product for associating dynamically generated Web page content with a user who requests a Web page from a Web server, wherein the user makes the Web page request via a Web client in communication with the Web server, the computer program product comprising a computer usable storage medium having computer readable program code means embodied in the medium, the computer readable program code means comprising:

computer readable program code means for storing
10 a record of the user request within a Web server log;
computer readable program code means for
generating the requested Web page, wherein the generated Web page includes a content object having a unique identifier associated therewith;
15 computer readable program code means for serving
the generated Web page to the Web client; and
computer readable program code means for
appending the stored record of the user request with the
unique identifier associated with the content object
20 included within the generated Web page.

40. A computer program product according to Claim 39 wherein the record of the request includes information that identifies the user.

41. A computer program product according to Claim 39 wherein the computer readable program code means for generating the requested Web page comprises:

computer readable program code means for
5 retrieving a layout template for the requested Web page,

wherein the layout template defines how content objects are displayed within the requested Web page;

computer readable program code means for retrieving the content object; and

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computer readable program code means for combining the content object and the layout template to produce the requested Web page.

42. A computer program product according to Claim 41 wherein the content object is selected from the group consisting of text files, audio files, video files, image files, and hyperlinks.

43. A computer program product according to Claim 39 wherein the unique identifier associated with the content object is generated by a hashing function.

44. A computer program product according to Claim 39 further comprising computer readable program code means for analyzing a plurality of stored user request records to determine Web content preferences of a user.

45. A computer program product according to Claim 39 further comprising computer readable program code means for appending the stored record of the user request with a time stamp for a subsequent user request for a Web

5 page.

46. A computer program product according to Claim 45 further comprising computer readable program code means for determining a length of time the user views the generated Web page using time stamps within the stored

5 record.

47. A computer program product for associating dynamically generated Web page content with a user who

requests a Web page from a Web server, wherein the user makes the Web page request via a Web client in communication with the Web server, the computer program product comprising a computer usable storage medium having computer readable program code means embodied in the medium, the computer readable program code means comprising:

computer readable program code means for storing a record of the user request within a Web server log;

computer readable program code means for generating the requested Web page, wherein the generated Web page includes first and second content objects having respective unique first and second identifiers associated therewith, comprising:

computer readable program code means for retrieving a layout template for the requested Web page, wherein the layout template defines how content objects are displayed within the requested Web page;

computer readable program code means for retrieving the first and second content objects; and

computer readable program code means for combining the first and second content objects and the layout template to produce the requested Web page;

computer readable program code means for serving the generated Web page to the Web client; and

computer readable program code means for appending the stored record of the user request with the first and second identifiers associated with the first and second content objects included within the generated Web page.

48. A computer program product according to Claim 47 wherein the record of the request includes information that identifies the user.

49. A computer program product according to Claim 47 wherein the first and second content objects are selected from the group consisting of text files, audio files, video files, image files, and hyperlinks.

50. A computer program product according to Claim 47 further comprising computer readable program code means for analyzing a plurality of stored user request records to determine Web content preferences of a user.

51. A computer program product for collecting information about the preferences of Web site visitors, the computer program product comprising a computer usable storage medium having computer readable program code means embodied in the medium, the computer readable program code means comprising:

computer readable program code means for associating dynamically generated Web page content with a user who requests a Web page from a Web server via a Web client in communication with the Web server.

52. A computer program product according to Claim 51, wherein the computer readable program code means for associating dynamically generated Web page content with a user comprises:

computer readable program code means for storing a record of the user request within a Web server log;

computer readable program code means for generating the requested Web page, wherein the generated Web page includes a content object having a unique identifier associated therewith;

computer readable program code means for serving
the generated Web page to the Web client; and
computer readable program code means for
appending the stored record of the user request with the
15 unique identifier associated with the content object
included within the generated Web page.

53. A computer program product according to
Claim 51 wherein the record of the request includes
information that identifies the user.

54. A computer program product according to
Claim 51 wherein the computer readable program code means
for generating the requested Web page comprises:

computer readable program code means for
5 retrieving a layout template for the requested Web page,
wherein the layout template defines how content objects are
displayed within the requested Web page;

computer readable program code means for
retrieving the content object; and
10 computer readable program code means for
combining the content object and the layout template to
produce the requested Web page.

55. A computer program product according to
Claim 54 wherein the content object is selected from the
group consisting of text files, audio files, video files,
image files, and hyperlinks.

56. A computer program product according to
Claim 51 wherein the unique identifier associated with the
content object is generated by a hashing function.

57. A computer program product according to
Claim 51 further comprising computer readable program code
means for analyzing a plurality of stored user request
records to determine Web content preferences of a user.